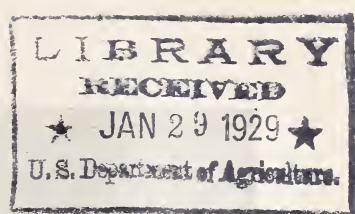


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7209



*Types of flowers
of the New Chrysanthemum Dahlias*

Richard Diener

OXNARD, CALIF.

(Formerly of Kentfield, Calif.)

1929 CATALOG

D. N. Shoemaker

Vegetable Seed Trials

To My Friends and Customers

I am herewith presenting you my new catalog for 1929.

I have my new Nursery in a good condition and with the exception of the Gladiolus, I now have as large a stock as I had at Kentfield. The Ruffled Monster — Copper Red — and the Double Ruffled Monsters in Petunias, I am putting on the market this year for the first time. My Petunia seed crop this year will be around fifteen pounds and of the highest quality as I am not hampered now in any way, as I was with the Company at Kentfield. I will from now on give my customers Petunia seed of such high quality as the highest skill and life long experience only can produce and every year you will have a little better than you had the year before.

I have produced the Fragrant Gladiolus derived from Gladiolus Tristis, crossed with Prince of Wales and Pendleton, which flowered for the first time in March and April 1928. Flowers of this New Fragrant Gladiolus are White, Yellow, Pink and Red, three to four inches across, and have the cinnamon fragrance of orchids. I have about 50 varieties at present and have crossed the same amongst themselves to get greater varieties.

The Gladiolus, "Oranco," which I am offering is something exceptionally good and there was an immense demand for cut flowers of it in the Los Angeles markets.

I have about 1,000,000 Gladiolus seedlings, some coming into bloom at the present time. There will be world-beaters among them I am sure, for never was I able to make such crosses as I was able to do last year due to the fact that I have located in a climate that could not be more perfect in any way.

In Dahlias, I have produced my new type of Chrysanthemum Dahlia on which I have been working for the last ten years and which consists of every color and shade. Now, only the seed of it will be sold this year. It is the most wonderful type so far produced in Dahlias having undreamed of colors and shapes. It is the coming flower sensation and will bring the Dahlia into such favor as it never has been brought before. The blooms are between seven and twelve inches across. I have also raised many perfect varieties in other types of gigantic size with perfect wire-like stems. I have some beautiful specimens of the Pompon type, some having flowers as small as one inch in diameter. No bulbs or tubers of them will be sold this year.

In conclusion, I wish to thank my old customers and friends for the hundreds of encouraging letters which came during the past season which I have been unable to answer separately, not having the time to do so.

Richard Diener

Notice to Foreign Customers

Money Orders from foreign countries should be made out to the post office at Oxnard, Ventura County, California, U. S. A.

Canadian Customers Please Note

In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery, and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

Terms of Sale

I exercise every care to ship only 1st class stock but give no warranty expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by me.

To satisfy my customers in every way has been my first aim. Bulbs found to be not true to name should be retained by the customer and I will replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from me, please do not hesitate to do so and I will correct any error as I will not consider our transaction complete until you are absolutely satisfied.

Cash with order or in advance of shipment. I positively accept no C. O. D. orders. I will accept unused U. S. postage stamps up to the amount of 50¢.

I do not ship plant or bulb orders for less than \$1.00.

My bulb shipping season is from October 1 to May 1. Because of the Australian, New Zealand, and South African planting season being at a different time of the year from ours, I shall have specially prepared bulbs of all varieties. These may be had at any time of the year by our customers from the Southern Hemisphere.

ALL PREVIOUS QUOTATIONS ARE CANCELLED WITH THE APPEARANCE OF THIS CATALOG.

Order Early

All orders are filled promptly the day they come in or the next day. If you do not receive your order inside of two weeks please notify us promptly as there have been occasions where people sent orders which we did not receive.

In such a case, please repeat the order so an immediate replacement of the goods desired can be made.

Do not wait for your Petunia seed or Dahlia seed or Bulbs which you want early until zero weather sets in as these articles might easily be damaged if carried by the mail carrier as they are exposed for hours.

Order the seeds early and be sure to get them in an undamaged condition.

We pack our bulbs and seeds in the best possible way but there is no sure way of packing against zero frost.

All seed and Gladiolus bulb orders are sent Prepaid by me. Plant orders are sent Express Collect.

We will not hold ourselves responsible for goods being frozen if sent during the heavy winter months. We advise deferring bulb and plant shipments until March 15 or later.

Oxnard is located midway between Los Angeles and Santa Barbara in Ventura County.

Our Nursery is closed to visitors on Sundays and Holidays. However, if notified a day or two in advance by Mail or Phone, the premises will be open. Telephone number, Oxnard 463.

Substitution

In case that later in the season we are out of some variety you may desire, please state on your order sheet whether or not we shall substitute.

Gladiolus Price List

Those who want bulbs of any of the varieties mentioned in the catalog but do not want them until spring should send their orders in now and we will pack and hold them until the date fixed for shipping. In this way you will be sure to get what you want. After February, we might be out of many varieties as our stock is not any too plentiful in some varieties.

We will have only large size and half size bulbs this year as the smaller sizes will all be needed for propagation.

Substitution

If any variety is out of stock we will substitute a similar variety unless otherwise instructed so it is best to state in your order whether or not we shall substitute.

"NEW" (*Oranco, Primulinus*)

Pale orange yellow, striped with soft red, scarlet spot in three upper petals. Flowers 4 inches, spikes 3 to 4 feet tall. An exceptionally fine Primulinus for cut flowers. Bulbs are very disease resisting and flower fifty to sixty days after planting. It is one of the best Primulinus coming. Plant all you can of it. It is the Pendleton under the Prims.			
	Each	Large	½ Size
	Doz.	.25
		2.50	1.25

"A. W. HUNT" (*Cristie*)

Large Orange Red.			
	Each	Large	½ Size
	Doz.	.25
		2.50	1.25

"ANNA EBERIUS" (*D*)

Deep Rhodamine purple, shading into very deep bordeaux center. This variety has created a sensation everywhere with growers and amateurs alike.			
	Each	Large	½ Size
	Doz.	.10
		.75	.40

"BERNARD SHAW" (*D*)

Very pale lilac delicately penciled with light phlox purple. Faint dashes of lemon on lower petals. Flowers very large and open. Long well built spikes.			
	Each	Large	½ Size
	Doz.	.75	.40
		7.50	4.00

"BLASCO IBANEZ" (*D*)

Very deep dahlia purple with a lighter stripe through the upper petals. Very large size.			
	Each	Large	½ Size
	Doz.	.50	.25
		5.00	2.50

"BUBBLES" (*D*)

Flesh color overlaid with shrimp pink. Lower petals of light greenish yellow. One spike forms a large close set bouquet. A beauty. Should be in every collection.			
	Each	Large	½ Size
	Doz.	.25
		2.50	1.25

"CALIFORNIA GIANT" (*D*)

Light mallow purple, thin white stripe running through the center of each petal. Very large.			
	Each	Large	½ Size
	Doz.	.50	.25
		5.00	2.50

"CARMELITA" (*D*)

Smoky pink blotched and striped with steel blue. Yellow and slate lip. Very large flowers.			
	Each	Large	½ Size
	Doz.	.75	.40
		7.50	4.00

"CATTLAYA" (*D*)

Amaranth pink with cream yellow center. Long fine spikes. Exceptionally fine variety.			
	Each	Large	½ Size
	Doz.	.50	.25
		5.00	2.50

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

"CATHERINE COLEMAN" (C)

Large salmon, dark red throat. One of the finest and most perfect Gladiolus today.

	Large	½ Size
Each	.50	.25
Doz.	5.00	2.50

"DIANA"

One of the very best early bright reds.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"DEL MONTE" (D)

Aster purple, lighter toward the center. White stripe through the center of each petal. Lip striped with ruby. Large flowers on strong, well built spikes.

	Large	½ Size
Each	.50	.25
Doz.	5.00	2.50

"DIENER'S WHITE" (D)

Milk white with a faint touch of pink in throat. Lower petals overlaid with pale orchid. Flowers extra large.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"DIENER'S AMERICAN BEAUTY" (D)

Brilliant American Beauty color. Throat creamy yellow striped with ruby. One spike opening a large number of flowers at one time forms an immense bouquet. Flowers very large.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"DR. F. E. BENNETT" (D)

Deep peach red overlaid with flame scarlet. Lip speckled ruby and white. Most fiery red imaginable. Flowers of the very largest size with many opening at once. Most perfect red we have ever seen.

	Large	½ Size
Each	.50	.25
Doz.	4.00	2.00

"DR. VAN FLEET" (K P G)

Tall, beautiful rose pink with a cream throat.

	Large	½ Size
Each	.15
Doz.	1.00	.50

"E. G. HILL" (K)

A true pink with cream throat. An exceptionally nice Glad. It has exceptional commercial value.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"E. J. SHAYLOR" (K)

Rose pink.

	Large	½ Size
Each	.10
Doz.	.75	.40

"ELF" (D)

Lemon yellow when in bud. Open flowers pure white. Lip delicate lemon. Large flowers on a perfectly built spike.

	Large	½ Size
Each	.10
Doz.	.75	.40

"EMILE ASHE" — RUFFLED — (D)

Snow white petals. Small cerise blotches on lower petals. Edges heavily ruffled. This is one of the best ruffled varieties ever put out.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"ESTER OLSON" (D)

Seashell pink, shading to shrimp pink on the outer edge. Faint ruby stripes through the lower petals. Lip straw color. Exquisite coloring and perfect in every respect.

	Large	½ Size
Each	.50	.25
Doz.	5.00	2.50

"FERN KYLE" — RUFFLED — (K)

Very large, open, cream white flowers with slight mark of Amaranth purple in the throat. Wonderful spike and bloom. An exhibition variety.

	Large	½ Size
Each	.25
Doz.	2.00	1.00

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

"GERALDINE FARRAR" (D)

Pale lavender-violet with deep violet spot on the lip. Growth is very strong and vigorous. AWARDED FIRST PRIZE for the finest blue variety at the convention of the American Gladiolus Society, New York.

	Large	½ Size
Each	1.00	.50
Doz.

"GLENDALE"

Dark American Beauty rose color. Good keeper.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"GLADIS PLATH" (D)

Mallow purple, darker near the outer edges of the petals. Large crimson spot on the lip. White stripe through each petal. Orchid flowering. Very beautiful.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"HAWAII" (D)

Rose pink fading into a lighter center. Lower petals crimson outlined with white. Clean grower, elegant spikes, flowers large.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"HERADA" (Austin)

Blooms of immense size, of pure mauve, glistening and clear. A new variety and color in Gladiolus. Tall, straight spikes, massive in every way. Unusually striking and attractive.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"HENRY FORD" (D)

Very dark rhodamine purple shading into deeper tones near the center. Very clear color. Good propagator.

	Large	½ Size
Each	.15
Doz.	1.00	.50

"HEART OF JUANITA" (D)

Deep cherry scarlet. Crimson and white throat. A very beautiful variety that does not fade in the sunlight. One of the best dark colored varieties.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"J. A. CARBONE" (D)

Orange salmon, very iridescent, darker shading toward the outer edge of the petals. Yellow center. Fine, long, well built spikes. One of our largest and finest productions.

	Large	½ Size
Each	.25
Doz.	2.00	1.00

"JACK LONDON" (D)

Light salmon with vermillion stripes. Canary yellow throat with ruby stripes. It is perfect in every way.

	Large	½ Size
Each	.10
Doz.	.75	.40

"JENNIE LIND" (Hoeg)

Shrimp pink, deepening to geranium pink at tips of petals. Many flowers open at once.

	Large	½ Size
Each	.25
Doz.	2.00	1.00

"KATHERINE F. HESS" (D)

Geranium pink showing flame shading, lighter toward the center. Very large flowers and long spikes.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"LAGUNITAS" (D)

Very pale shade between lilac and rose pink. Lip pale yellow overlaid with ruby. Long sturdy spikes.

	Large	½ Size
Each	.50	.25
Doz.	5.00	2.50

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

"LONDON SMOKE" (D)

Corinthian Red shading into Bordeaux on the outer edges of the petals. Fine light stripe running through the center of each petal. Lip speckled with ruby. Large flowers, long spikes.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"MARIETTA" (M)

Light salmon. Lower petals shading to deep burnt orange. Large flowers, fine spike. Vigorous variety. Scores very high.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"MARIE KUNDERD" (K)

A fine ruffled white.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"MRS. JOHN R. WALSH" — RUFFLED — (D)

Heavily ruffled, flesh pink. Three lower petals of flame shading into dark ruby at the throat. Flowers are very large. It is a magnificent variety that should be in every collection.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"MRS. NEWELL VANDERBILT" — RUFFLED — (D)

Light salmon pink, heavily ruffled. Throat sulphur yellow, mottled and striped with crimson. Large flowers.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"MRS. RICHARD LOHRMAN" (D)

Creamy shell pink with pale yellow lip. A color rivaling the finest orchid. Flowers very large. Wonderful for decorative purposes.

	Large	½ Size
Each	.25
Doz.	2.00	1.00

"MRS. J. K. ARMSBY" (D)

Coral pink, delicately penciled with vermilion near the edges. Throat cream, speckled with ruby. Flowers very large, a great many opening at one time, and of great lasting quality.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"MRS. F. C. PETERS" (Fischer)

Amaranth pink with a purplish blot in the throat. Tall straight spike. Many flowers open at once.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"MRS. H. E. BOTHIN" — RUFFLED (D)

Light geranium pink, heavily ruffled. Flame scarlet center. Strong, well built spikes; first class show and cut flower variety.

	Large	½ Size
Each	.10
Doz.	.75	.40

"MRS. LEON DOUGLAS" (D)

Ground color begonia rose striped with flame and slightly speckled with ruby. It is the largest Gladiolus of commercial value and has taken first prizes in every show where exhibited. On account of its fine growth and well carried flowers it will be grown in large quantities everywhere.

	Large	½ Size
Each	.25
Doz.	2.00	1.00

"MRS. MARY STEARNS BURKE" (D)

Canary yellow, overlaid with apricot and tinged with rose. Deep canary center with ruby throat. Long spikes with flowers symmetrically placed; stem wiry and upright. Flowers large. Valuable as a cut flower variety.

	Large	½ Size
Each	.10
Doz.	.75	.50

"MRS. ROBERT CUNNINGHAM" (D)

Cameo pink overlaid with lilac and ruby. Flowers of the very largest size. Many blossoms open at once. One of the largest Gladiolus ever produced.

	Large	½ Size
Each	.75	.40
Doz.	7.50	4.00

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

"MRS. WILLIAM KENT" (D)

Colors ranging from rose to shrimp pink, overlaid and striped with deeper rose pink. Throat straw colored mottled with ruby.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"MR. W. H. PHIPPS" (D)

La France pink overlaid with light rose salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby. Flowers enormous. A masterpiece in Glad-iolus.

	Large	½ Size
Each	.50	.25
Doz.	4.00	2.00

"ORANGE FLAME"

Flame Orange.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

"PASADENA" (D)

Iridescent Turkish red, striped with flame orange. Lip white, overlaid with ruby. Blooms of enormous size, and flaring petals. Very tall spikes.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"PHINT" (D)

Cameo pink blotched and striped with aster purple. Large spots of purple on the lip. Very free flowering. Enormous blooms, fine long spikes.

	Large	½ Size
Each	.75	.40
Doz.	7.50	4.00

"POLA NEGRI" (D)

Apricot with yellow lip. Shading into old rose and salmon on the outer edges. One of the loveliest color combinations ever seen.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"PRINCE OF WALES"

Strawberry Pink. Many large flowers well arranged on a good spike. Very early.

	Large	½ Size
Each	.10
Doz.	.75	.40

"PURPLE GLORY" (K)

The giant of Kunder's New Ruffled race. A wonderful flower of deep velvety maroon-red, with almost black blotches, as though burned into the petals. Long spike and extra large flowers with beautifully ruffled petals.

	Large	½ Size
Each	.15
Doz.	1.00	.50

"PYTHIA" (K)

Red. Large open flowers.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"RICHARD DIENER" (D)

Pure geranium pink with a slight sprinkling of ruby on creamy yellow center. Large flaring blossoms, rivaling an orchid in beauty. The acme of perfection in coloring.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"ROSE ASH" (D)

Corinthian red shading into ashes of roses on the outer edges. Lower petals light yellow speckled with ruby. Flowers large and well placed. A Diener origination.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"ROMANCE" (K)

Rose pink with all the petals edged steel blue. Tall spike with many large flowers open at one time. A very distinctive and beautiful variety.

	Large	½ Size
Each	.25
Doz.	2.00	1.00

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

"RUTH TAYLOR" (D)

Snow white without any markings. Violet
stamens. Flower six to seven inches in dia-
meter. Very long strong spikes.

	Each	Large	1/2 Size
	Doz.	1.50
	

"SAN JOSE" (D)

Center lemon yellow shading into apricot on
outer edge of petals. Peach red striping.
Flowers large. Well built spikes.

	Each	Large	1/2 Size
	Doz.	.50	.25
		5.00	2.50

"SCARLET WONDER" (Cowie)

The largest scarlet.

	Each	Large	1/2 Size
	Doz.	.25
		2.50	1.25

"SWEET LAVENDER" (Col)

Light lavender with purple blotch. Excellent
plant and large flowers. One of the very
earliest.

	Each	Large	1/2 Size
	Doz.	.15
		1.00	.50

"SULPHUR FRILLS" (K)

Intensely ruffled light sulphur.

	Each	Large	1/2 Size
	Doz.	.25
		2.00	1.00

"TEHAMA" (D)

Blue variety. Cotinga purple. Lip darker.
Extra early variety. Perfect.

	Each	Large	1/2 Size
	Doz.	1.00	.50
	

"WILLIAM KENT" — RUFFLED — (D)

Creamy shell pink with golden ochre center.
Flowers very large. Declared by experts to
be the best ruffled Gladiolus yet produced.

	Each	Large	1/2 Size
	Doz.	.75	.40
		7.50	4.00

"YOSEMITE" (D)

Geranium red shading into rose doree. Light
stripe through the center of each petal. Lip
pale lemon yellow. Flowers very large and
open. Spikes often reach a height of seven
feet.

	Each	Large	1/2 Size
	Doz.	.10
		.75	.40

"SPIRIT OF ST. LOUIS" (M) (New Gladiolus for 1929)

Originated by Mr. George Mueller, Manas-
quan, New Jersey.
An unusual, distinctly new, color combination
in Gladiolus. Carrot-red and Salmon-buff.
Has medium sized flowers; spikes perfectly
built, about 3 feet high. Many flowers open
at one time, of good keeping qualities.

	Each	Large	1/2 Size
	Doz.	1.00	.50
		10.00	5.00

	Dozen	Hundred	Bulblets
MIXED GLADIOLUS BULBS	Large—	.75	5.00
FROM NAMED VARIETIES	1/2 Size	.40	2.50
			1.50 (Per 1000)

Gladiolus Seed

Selected from about 300 best varieties on the market as well as from my new seed-
lings, evenly mixed, including newest of Primulinus, "Grandiflora."

1,000 Seeds \$1.00

Gladiolus Tristis

The fragrant wild species of South Africa. Flowers cream white; about 2 inches in
diameter. Stems 20 inches high, quite hardy. Must be planted in the Fall like
Tulips or Hyacinths 4 inches deep or can be planted in pots. The best species of
Gladiolus to produce fragrant Hybrids. Ready for shipment from July 1 till De-
cember 1, 1928.

Only medium size bulbs left. 1 bulb \$.25; per dozen \$2.50.

Gladiolus Collections

The collections listed below are arranged to appeal to the home gardener. They offer an inexpensive means of acquiring some of the most famous creations. Should our stock of any variety listed become exhausted, we will substitute a bulb of equal or greater value.

Please order collections by number.

COLLECTION No. 1

These are the largest Gladiolus existing. Regular Price \$3.85, Collection Price \$2.50 — includes one bulb each of the following.

W. H. Phipps — La France Pink \$.50
Mrs. Leon Douglas — Begonia Rose25
J. A. Carbone — Orange Salmon25
Scarlet Wonder — Scarlet25
Phytia — Red15
Catherine Coleman — Salmon50
Mrs. R. Cunningham — Cameo Pink75
Mrs. J. K. Armsby — Coral Pink15
Mrs. Richard Lohrman — Shell Pink25
Richard Diener — Geranium Pink15
Dr. F. E. Bennet — Deep Peach Red50
Pasadena — Iridescent Turkish Red15

COLLECTION No. 2

Regular Price \$1.50, Collection Price \$1.00 — includes one bulb of each of the following:

Jack London — Light Salmon\$.10
Richard Diener — Geranium Pink15
Mrs. W. Kent — Rose Pink15
Anna Eberius — Purple10
Diener's White — Milk White10
Mrs. H. E. Bothin — Light Geranium P.10
Yosemite — Geranium Red10
Mrs. F. G. Peters — Amaranth Pink15
Mrs. Newell Vanderbilt — Salmon Pink15
Gladis Plath — Mallow Purple15
Rose Ash — Corinthian Red10
Purple Glory — Maroon Red15

Richard Diener
Oxnard, California
Dear Sir:

I received your catalogue a few days ago and was very glad to see that you intend to come back again only in a stronger measure than before. I was indeed very sorry to hear of the way you have been beaten when you gave them all you had. It is hard to keep a good man down because we gardeners here in Canada know of no one who has done so much to bring to us the joy of growing Glads like you have brought out. However, I hope it will not be long before you stage such a come back that it will make all Canada and the U. S. A. shake with such astonishing varieties that cannot be beat the world over because as we say here, you know how.

Again wishing you the very best for the future, I am,

Yours very truly,

SAMUEL W. WARNHAM.

* * * * *

Richard Diener
Oxnard, California
Dear Sir:

The writer is sending you herewith an order for seed. I have used your seed before and always found them the best, and true to name, etc.

Yours truly,

A. A. LIESENFELD.

COLLECTION No. 3

Primulinus (Grandiflora)

Regular Price \$5.60, Collection Price \$3.50 — includes one bulb each of the following:

A. V. Bunce — Orange Yellow\$.50
Copper Bronze 1.00
The Aristocrat — Orange50
Osalin — Coral Pink50
Glad Boy — Pink 1.00
Shaila — Salmon10
Shaila's Sister — Salmon10
Gloriana — Golden Salmon 1.50
Ming Toy — Buff Yellow15
Tiffany — Pure White25

COLLECTION No. 4

Primulinus

Includes one bulb each of the following:

Souvenir — Golden Yellow
Alice Tiplady — Orange
Maidens Blush — Pink
Midsummer Dream — Red
Jewell — Pink, Yellow Throat
Juliana — Canary Yellow
Gold Drop — Yellow
White Butterfly — White

Collection Price\$ 1.00

Toronto, Ontario, Canada
January 2, 1928

Liesenfeld Printing Company
La Crosse, Wisconsin
February 17, 1928

Gladiolus Culture

Soil

Gladiolus will grow in almost any kind of soil, but a heavy clay loam containing some sand, seems to be best for them. The ground should be well spaded in the spring, and if it is not rich enough, some bone meal, or old, well-rotted manure should be spaded under.

Planting

The depth that bulbs should be planted will vary with local weather conditions. Where there is a heavy rainfall and strong winds, they may be planted as deep as three inches; this will tend to keep the flower spikes from bending and breaking. Under average conditions we find the best results are obtained when they are planted about an inch deep. Bulblets should not be covered with more than half an inch of soil. They will grow faster if the outer hard shell is removed just before planting.

As Gladiolus have their enemies in insects and fungi, it is well to dip the bulbs before putting them into the ground. For this purpose use one part of 40% Formaldehyde Solution to one hundred parts of water. The bulbs should be left in the solution for from three to five minutes immediately before planting.

If the leaves are too pale when they develop, sprinkle the ground about with a little Scotch Soot or fresh Portland Cement.

Planting may be done from April to the first of July (in Southern districts from January to July). If this is done at intervals of ten days to two weeks, blooms may be enjoyed until late fall. Gladiolus bulbs should be planted in the full sun, as shade prevents them from attaining full perfection of size and color.

We do not recommend heavy fertilizing. This treatment will increase the size of the flower, but tends to lessen the vitality of the bulb. Top fertilizing with equal parts of dry blood and bone meal, to be worked in with a hoe, will give the best results.

Cultivating

At all times from planting until the bulbs are taken up, the ground should be well cultivated, kept loose and free from weeds and other foreign growth. When spikes are heavy with buds and blossoms they may be bent or broken by wind or rain. The following offers a simple method of minimizing this danger. Set stock out in rows, and on each side of the row drive stakes from four to six feet apart, and securely fastened to these, run two lines of wire properly spaced to support the spikes.

Watering

Newly planted bulbs should not be watered until the foliage has reached a height of six or eight inches. From this time until a month after the flowering season the ground around them should be kept thoroughly moist. Care must be taken to avoid having moisture on the buds and blossoms while they are exposed to warm sunshine. It is therefore well to apply water to the lower part of the plants and to do the watering only during the early morning or evening hours.

Cutting, Digging and Curing

When cutting flowers be very careful that at least four leaves are left on the bulb. This will preserve its life; if it is stripped of its leaves it cannot survive. It is best to let seed pods form on the spike if a strong bulb is desired for reproduction.

Bulbs should be dug when the seed pods are all formed and the spikes begin to wither. They should be lifted with the leaves attached and stacked in the open with the bulbs together and the leaves facing the same way. The bulbs should be covered with burlap to prevent injury from the direct rays of the sun. The leaves will draw much moisture from the bulbs and assist them to ripen. If the weather prevents this treatment, they may be cured in any thoroughly dry place. After ten days or two weeks the leaves should be cut away and the bulbs left in a protected place for another period of ten days or two weeks. At this time the new bulbs should separate easily from the old ones. If they do not, more drying is necessary.

When the proper time arrives the bulblets should be taken off and stored for the next planting. The outer husks should be taken off the bulbs, leaving them with a clean silky appearance. They should be stored in a dark frost-proof place in boxes not deeper than six inches and so constructed as to insure a free circulation of air.



PETUNIAS — DIENER'S RUFFLED MONSTERS. (*Seedlings in 3-inch pots twelve weeks after sowing*)



DOUBLE RUFFLED MONSTER PETUNIA
(*Seedling in 3-inch pot twelve weeks after sowing*)

The Ruffled Monster Petunias

The pictures shown here give an idea of the average perfection of growth of the Petunia, short and stocky. The flowers are placed in a most favorable way. The leaves on the plants have been by years of breeding, so reduced that they hardly project over the edge of the pot. They are the best sellers and quickest money makers today.

Petunia Seed

Diener's Petunias are known the world over as the best in Petunias. I am working hard to get the high quality again, as before at Kentfield, in which I was interrupted when those Jewish Bankers took control of the Diener Company and took the management away from me and told me I could resign if I did not like it. Every employee was forbidden to take any orders from me. Under such a condition everything quickly went to wreck and ruin. Well, I am on my feet again and the \$100,000 I lost were worth the lesson I got out of it. I did not know much about finance but I learned enough to last me the rest of my life and they won't catch me napping again. There are others raising my Petunias and selling them as Diener's Ruffled Monsters. Petunia seed of quality is one of the most difficult things to raise. Long years of experience is necessary as they revert very easily. Consequently it does not pay anyone to raise his own seed in a small way. In the handling and curing of the seed, there is much to know. All the seed I send out is raised by artificial hand pollination and even at that the good plants do not bring much seed. All our seed plants are raised in 3-inch pots and have to conform to color and type as you see them in the picture, before they are used for seed bearing, so you will always be sure of the best quality when you get seed from me.

One thing I would like to emphasize to you is not to have the seed shipped during zero weather as it might be carried around for hours in the open by the mailman and I am sure that under such a condition the seed would be damaged to a certain extent. All the seed I send out is packed in cotton to prevent freezing and also wrapped with paraffine paper to prevent moisture under any condition.

Instructions for Sowing Petunia Seed

Prepare a seed bed by taking two parts of any light compost or leafmould thoroughly mixed with one part of clean sand. Sift all through a fine sieve. With this mixture, fill flats or seed pans, pressing down the soil to a flat surface within two inches of the top. Give a thorough soaking. After the water has seeped into the soil, sprinkle the Petunia Seed evenly over this surface, but do not cover with the least bit of soil. To prevent attacks, however, of fungi, which might easily kill the young Petunia plants, sprinkle the newly sown flats with charcoal dust. Place a clean pane of glass over the flats or seed pans, and in the daytime, if reached by the sun's rays, place a single sheet of newspaper over the glass to prevent burning. At night and in dark weather remove this sheet of paper. Avoid carefully all excess of moisture and have pans near glass in well ventilated atmosphere. As soon as the seed sprouts, (say in 8 to 10 days after sowing, if kept at a temperature of 60 degrees) take off the pane of glass entirely. The young plants should be transplanted as soon as possible into flat boxes, spacing them an inch apart.

If this seed is handled right, every kernel will germinate, as they are cleaned by a process where only fertile kernels are selected. Ants will carry off the seeds if they have any access to the same. Snails will eat the young seedlings, a great many in one night. For this reason, seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seed occurs in this way.

We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and consequently cannot reach the seed.

* * * * *

North Abington, Mass.
January 24, 1928

Richard Diener
Oxnard, California
Dear Sir:

I was very glad to hear where you were. Your Petunias are the finest that I ever grew and I am glad that you are in business for yourself, etc.

Very truly,

HENRY E. CLAFLIN.

Petunias

Diener's Ruffled Monsters (Single)

For those who want smaller amounts of all single kinds, may have sample packages of each at 25¢ a package.

Price Per
Trade Pkg.

No. 1.	PINK. Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence.....	.50
No. 2.	RED. Strongly veined Mahogany and black center. Average flowers 5 to 7 inches in diameter.....	.50
No. 3.	VARIEGATED. Colors appearing in checks, blotches and stripes of red, pink and white. Flowers 5 to 7 inches in diameter.....	.50
No. 4.	WHITE AND YELLOW CENTER.....	.50
No. 5.	RED WITH BLACK CENTER. Outer edge of the flower is red with a coal black center. Best liked and most used of all.....	.50
No. 6.	PALE LILAC PINK. Heavily ruffled with strongly veined center. Flowers 4 to 5 inches in diameter.....	.50
No. 7.	RED AND WHITE VARIEGATED. Large yellow center.....	.50
No. 8.	RUFFLED MONSTERS MIXED. All colors of above-mentioned varieties evenly mixed50
No. 9.	FLESH PINK FRILLED. A most beautiful variety, with edges frilled. Flowers are 3 to 4 inches in diameter.....	.50
No. 11.	BLUE OR PURPLE. We especially recommend this variety. It has been greatly improved in size and clearness of color. The flowers average 4 inches in diameter. It is of silky blue.....	.50
No. 12.	APPLE BLOSSOM. Pale Apple Blossom Pink. Flowers 3 inches in diameter with frilled edges. Plants of dwarf growth.....	.50
No. 14.	DIENER'S PINK GLORY. The greatest novelty in Petunias, pure flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. A very compact grower and is continually covered with flowers.....	.50
No. 18.	VARIEGATED HEAVY RUFFLED. Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers 4 to 5 inches across....	.50
No. 19.	GIANT PINK GLORY. An improvement on Pink Glory. It is of the same coloring as our No. 14, but the blooms are twice the size, and the plants of more bushy growth. This is a truly wonderful variety and should be in every garden....	.50
No. 20.	MAUVE. Center heavily veined with Royal purple. One of our most exquisite and most popular varieties. Average flowers 5 inches across. Very fragrant.....	.50
No. 22.	ROSE COLOR. Very showy and striking, wonderful for massing in beds or borders. Very free blooming, plants of dwarf growth, reaching a height of 6 to 7 inches. Flowers two inches in diameter.....	.50
No. 23.	PALE AMARANTH PINK. Flowers single, averaging two inches across, of dwarf growth. This variety is used extensively for bedding, as it blooms profusely	.50
No. 15.	BLUE AND WHITE. Especially adapted for window boxes or hanging baskets	.50
No. 17.	PALE SULPHUR YELLOW. Flowers single, with heavily frilled edges.....	.50
No. 32.	DOUBLE PINK GLORY. Same color as Pink Glory but double and of larger size	1.00
No. 29.	BLUE DOUBLE. Violet purple, of large size, with broad petals.....	1.00
No. 36.	YELLOW DOUBLE. Clear yellow, very ruffled.....	1.00
No. 37.	WHITE DOUBLE. Very large.....	1.00
No. 38.	RUFFLED MONSTERS MIXED DOUBLE. They come in the same colors and sizes as the Single Ruffled Monsters but Double. They bring enormous flowers. This strain is put on the market for the first time.....	1.00
	1000 Seeds.....	\$ 2.00

- No. 41. **COPPER RED.** Ruffled Monster. This variety, I am putting on the market for the first time and is an improvement on the much smaller Copper Bronze which had the habit to flap the petals back.....(Trade Pkg.) .50
- No. 40. **STEEL BLUE.** Ruffled Monster.....(Trade Pkg.) .50

Theodosia (Petunia)

Deep Rose Pink, Medium size with edges heavily frilled. Very good for pot plants and bedding. Price per Trade Package, \$.50.

Prices for Petunia Seed in Quantity

(Last year an error was made in the Price which was discovered after it was too late for correction.)

Of Numbers 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 14, 15, 19, 20, 40, 41 —

1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
\$2.50	\$5.00	\$10.00	\$20.00

Of Numbers 17, 22, 23 —

1/32 oz.	1/16 oz.	1/8 oz.
\$3.00	\$6.00	\$12.00

Of Number 38 (Double)

1/64 oz.	1/32 oz.
\$3.50	\$7.00

Larger amounts on request.

Petunia Plants

Petunia Plants flowering, out of 3-inch pots.....	\$ 2.50 Per doz.
Petunia Plants flowering, out of 3-inch pots.....	18.00 Per 100

(Quantity prices on request)

Plants shipped from the latter part of April to the end of June only. Shipped Express, Collect. We do not guarantee Petunia Plant shipments to distances greater than 1,000 miles.

NOTICE TO GROWERS. We receive a great many orders for Petunia plants from our customers, from all over the United States and Canada.

As the plants are of a delicate nature, we are unable to guarantee shipments to distances greater than 1,000 miles. We will be glad to receive names of our customers who are raising plants for market so that we may refer these orders to the nearest source. We would be glad to have names from various localities, so that we can send buyers to places that will be most convenient for them.

* * * * *

Yakima, Washington
January 7, 1928

Richard Diener
Oxnard, California
Dear Sir:

I am ordering from your ad in Florist's Review of December 15. I am pleased to know that you are continuing the production of your marvelous Petunias. Last year I ordered Petunia seed from _____ labeled "Diener's Ruffled Monsters" which proved to be the most inferior product of anything I ever had. The flowers were much like some I had from _____ a few years ago, which he called California Giants. They were not giants by any means, and of smudgy colors and smooth edges.

Very respectfully,
F. A. HUNTLEY.

Dahlia Seed

Diener's Giant Hybrids Mixed

The Dahlia seed I sent out last year has given the highest satisfaction as the many testimonials show, but the seed I am offering this year is 50% better in this Giant Hybrid mixture. One fourth of it is the new Chrysanthemum type which is of the highest perfection ever attained in Dahlias. The rest of the seed is of all types, some of immense size and of the most exquisite colorings imaginable. My chief aim has been to get long wire-like stems with well set flowers. At least 80% will be double.

Dahlias are getting more in favor every year and through this seed you will be able to raise the world's greatest novelties yourself.

The climate here is the most favorable I have ever seen for Dahlia seed raising. Even the very double varieties easily bring seed.

100 Seeds \$4.00 1,000 Seeds \$30.00

Chrysanthemum Dahlia Seed

For the last twelve years I have made hundreds of crosses in Dahlias to get a type of flower resembling the Chrysanthemum. In this I have exceeded beyond my own expectations. To give an accurate description is out of the question as no picture could be made to give an exact idea of these flowers. The flowers are wonderfully formed and of a very large size. Although one should think it impossible to get new colors in Dahlias as there seem to be every color known of in existence already, many of the colors are entirely new. The shapes of the flowers are very artistic. The petals are curved and twisted spider-like and the flowers stand on stiff upright stems. They will arouse the highest enthusiasm of any Dahlia lover.

The Chrysanthemum type of Dahlia will soon be the Universal type in the Dahlia world. Do not hesitate to sow at least 100 seeds of it. Seedlings will be in full bloom from two to three months after sowing.

Price per 100 seeds \$ 4.00
Price per 1000 seeds 30.00

Dahlia Seed

From all types, selected, except the Chrysanthemum type. In all colors, mixed.

Price per 100 seeds \$ 2.00
Price per 1000 seeds 12.00

Pompon Dahlia Seed

Pompon Dahlias are coming very much into favor and rightly so. For cut flowers they are unexcelled, as they last well.

My collection is perhaps the finest in the world. There are over one thousand different kinds in every shade and run from less than an inch in diameter to 2½ inches in diameter. This type is very free flowering on stiff, wire-like stems. They will bloom three months after sowing.

Price per 100 seeds \$ 2.00
Price per 1000 seeds 15.00

Dahlia Maxoni

The Tree Dahlia from Guatemala

Grows 7-10 feet high and flowers in the late fall making an immense cluster of flowers of soft pink, each one about 4 inches in diameter. It flowers the first year from seed and makes large tubers like other Dahlias. It is very showy. In the Northern climate it should be raised in large tubs in the open and taken inside when frost appears. Trade Package, \$1.00.

Directions for Sowing Dahlia Seed

Sandy leafmould or any good garden soil should be used. Use a box or pan to sow the seed into. Fill the receptacle 3 inches with the soil. Smooth the surface over with a smooth board then sprinkle seed over the soil and press into the ground. The seed should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

It will be three months before all the seeds are up which is natural with Dahlias. Some seeds come up in four days while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant into a 3-inch pot. In the pots they can be kept back for 2-3 months or until ready to go into the open. Plant in the full sun and stake early.

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Richard Diener
Oxnard, California
Dear Sir:

Ralston, Nebraska
July 21, 1928

The dahlia seed I got at \$2.00 per package were sure grand. There are about eighty (80) plants out of the hundred (100) that grew and there are about (40) of them in bloom at this writing. They are the biggest and grandest blooms and all double. Some are nine and ten inches across. I have one cactus White double twelve inches in diameter. I shall sure get a lot more of your seed next year. Etc.

Yours respectfully,
FRED STIER.

* * * * *

Richard Diener
Oxnard, California
Dear Sir:

Houston, Texas
July 26, 1928

With this letter I am sending you a photograph of a basket of Dahlias grown from seed I bought from you early this spring.

From the 100 seed bought of you I have 82 plants. Only seven are single but all seven are beautiful. Some of them measure seven inches across and have beautiful colors. The plants are very vigorous some of them being five feet high and two inches through at the ground.

When I came to Houston four years ago I was told by leading Florists and Gardeners that I could not grow Dahlias in this climate. Last year I tried a few bulbs and had good luck with them. This year I decided that I would try some from seed and I have surely proven that the Dahlia can be grown in this climate.

I might add that all plants are grown out in the open where the sun hits them all day. I shall order some more seed from you next year.

Thanking you for the beautiful Dahlias, I am,

Very truly yours,
J. B. EDWARDS.

* * * * *

Richard Diener
Oxnard, California
Dear Sir:

Elkton, Maryland
February 9, 1928

Mr. Joseph Perkins, Swarthmore, Pa., purchased Dahlia seed from you from which he raised several prize-winning flowers. Please send me 100 seeds with instructions when to plant (in house) in order to plant outside about May 15. Etc.

Yours truly,
H. W. TERRELL.

Amaryllis

Diener's Everflowering Mammoth Hybrids.

The new stock will commence to flower this Fall. I cannot send any plants before they have flowered.

This year the Amaryllis will be better then ever, unsurpassed in size and color and they will flower the whole year around.

PLANTS sell from \$2.00 to \$15.00 each according to quality.

Seed, 15 seeds \$1.00, 100 seeds \$4.00. Larger amounts upon request.

New Blight-resisting Tomato

"Ventura" (Diener)

Ventura is the most perfect Tomato yet produced. It is a seedling of the Diener Tomato crossed with the Pepper Tomato. Last summer a blight struck this County which killed every plant and variety on my place except one plant, Ventura. I immediately made all the cuttings I could get of it to keep the true variety.

What is more remarkable about this variety is that the fruit, when picked perfectly ripe, keeps solid for 2 to 3 weeks in the hottest weather and so will be one of the best shipping Tomatoes yet produced. The average fruit is from 4 to 6 ounces; smooth as an apple; very free bearing; early ripening. The flesh is deep red and there is very little seed. It has the most delicious taste of any Tomato I have ever eaten.

Trade package \$.50. Per ounce \$5.00.

The Diener Tomato

"King of all Tomatoes"

This tomato was originated by Richard Diener in 1917, and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out leaving no hollows. For this reason it is very valuable for dehydrating or canning. The flesh is a magnificent dark red and is very sweet and free from acid. It produces very few seed so is exceptionally fine for catsup.

Seed per package \$.25; Trade package \$.50; per oz. \$1.00; per lb. \$15.00

Diener's Forcing Tomato

For Greenhouses and Frames. An immense free bearing Tomato of about 4 to 5 ounces, fine red meat and the fruit is very even. There is not anything better in existence for this purpose today.

Trade package \$.50; per ounce \$2.00

The Pepper Tomato (Diener)

A cross between Bell pepper and Tomato. This Tomato should be in every garden, having the pepper flavor added to the tomato it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg shaped than round, and from four to six ounces in weight.

Per package \$.25; Per Trade package \$.50; Per oz. \$1.00; Per lb. \$15.00

Diener's Delphiniums

"Dreams of Beauty"

Giant Everflowering Mildew-free Hybrids.

For years I have paid great attention to improve this strain in growth, size of flowers and everflowering habits and of all I have seen, there is nothing to equal them in perfection. They run in all shades from Sky Blue to the darkest Indigo Blue. They are Single, Semi-double, and Double. Each one is beautiful. All colors are alive and vivid. It is impossible to describe their beauty. All visitors at our place last season raved over them.

As I raise Delphinium seed nearly the whole year around here, the seed will never be older than about 2 months. You may always have fresh seed. Trade Packet \$1.00. Per ounce \$7.00. Per 1/2 ounce \$3.50.

The Aztec Bean

It is one of the largest beans known. It grows in bush form, just like the Lima Bean, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific, and we recommend anyone who raises beans to give it a trial.

Late frost in spring will not kill the young vines.

Price per package.....\$.50

Cucumber Seed "Sensation"

This cucumber has proven to be the most valuable variety for forcing under glass and in hotbeds as well as for outdoors. In a greenhouse with a temperature of 70 degrees, the fruit reaches the length of 12 inches and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately.

Price per package.....\$.50

New Cynoglossum Amabilis

"Chinese Forget-me-not" (Diener's Improved)

The best Forget-me-not so far produced. Each plant makes a mass of well built, long spikes of the finest Forget-me-not color, and is very valuable as a cut flower as well as for bedding plants. A great improvement on the original type.

Sample package \$.25; Trade package \$.50

Iceland Poppy California

A novelty of the first magnitude

Golden Orange; having the exact color and size of the California Poppy, Eschscholzia California, it is unexcelled as a cut flower, having great substance for shipping; also exquisite for bedding; commences to bloom 6 to 8 weeks after sowing, and flowers continually; one of the most beautiful things imaginable; a sure money-maker.

Sample package \$.50; Trade package \$1.00.

Statice Sinuata (Everlasting)

The Statice Mixture herewith offered is one of the finest imaginable. One-third of it is pink shades; the rest is all shades of the rainbow. Mostly all new, of large size and on long stems. These Straw-flowers should be in every garden as they are continuously given material for cutflowers all summer.

Per package \$.25; ¼ pound \$1.00; Per pound \$4.00

Giant Zinnia

Great improvements have been made in the last few years in size and color and fine long stems, and it is one of the best strains in existence, growing about three feet high.

All colors mixed \$.25 per package; per ounce \$2.50.

Thalictrum Dipterocarpum

A hardy Perennial from China. Grows four to five feet tall, making very graceful plumes of rosy-purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding. Trade Package, \$.50.

* * * * *

Fruitland, Idaho
March 30, 1928

Richard Diener
Oxnard, California

Dear Sir:

I've never grown your Petunias but if they rank in the Petunia world as your creations in Gladiolus rank among the best of Gladiolus, they are top-notchers indeed. With sincere wishes for your success in every respect. Etc.

Yours truly,
MRS. ARTHUR E. HALL.

* * * * *

Warwick, Queensland, Australia
December 4, 1927

Richard Diener
Oxnard, California

Dear Sir:

Allow me to congratulate you on producing such a magnificent strain of Petunias. I have been growing your glorious wonders for many years past and I wish to point out that they never have been beaten on the Show Bench, always winning all firsts and Champion prizes. Kindly forward your 1928 catalogue. Etc.

Yours truly,
E. G. ANDERSON.

* * * * *

Auburn, Maine
April 25, 1928

Richard Diener
Oxnard, California

I am enclosing a small order for Gladiolus bulbs. I am very sorry that I did not get your address before as I have bought nearly \$200.00 worth of bulbs this spring and should have bought some of you if I had known how to reach you. I am growing a lot of your originations and I honestly believe that you have produced the best line of Gladiolus of any other originator in the world, certainly the varieties that I am raising are beauties. I sincerely believe that you have the sympathy and good wishes of every grower of Gladiolus and I wish to extend my personal good wishes for your prosperity and success in your new business.

Respectfully yours,
W. E. DONNELL.

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

North Andover, Massachusetts
March 13, 1928

Richard Diener
Oxnard, California
Dear Sir:

I sure was surprised to receive seeds from you yesterday and your explanation. I never gave it a thought about your parting company. You may think you have lost but not your friends. I know it is pretty hard to lose money and business but I have been there and we all live and learn.

I remain,
JANE DE TERESI.

* * * * *

Nashville, Tennessee
February 2, 1928

Richard Diener
Oxnard, California
Dear Sir:

Have just read your price list and explanation of your change. The reason for my delay in seeing this — I have been in Virginia. May I express my sympathy for your great trouble with the "Know Nothing" Capitalists that interfered with your life work and extend congratulations for your courage to go on independently? Etc.

Very truly,
MRS. J. M. WARREN.

* * * * *

Omaha, Nebraska
February 9, 1928

Richard Diener
Oxnard, California
Dear Sir:

Was so glad to get your folder, as I have had such wonderful success with everything I have purchased from you. Wish you all success in your new field, etc.

Respectfully,
MRS. MARGARET McNEIL.

* * * * *

The Stearns School
Mt Vernon, N. H.
February 13, 1928

Richard Diener
Oxnard, California
Dear Sir:

I am glad to find out where you are and wish you every success in your new venture. Etc.

Sincerely,
ARTHUR F. STEARNS

* * * * *

Basil, Ohio
January 14, 1928

Richard Diener
Oxnard, California
Dear Sir:

We were glad to receive your letter to Friends and Customers as we did not understand why things were so jumbled the last year and to tell you the truth, we had taken you off our list so we are glad of the explanation as you had always treated us square up until last year, etc.

Very truly,
MRS. J. M. WEAVER.

* * * * *

Elizabeth, New Jersey
January 25, 1928

Richard Diener
Oxnard, California
Dear Sir:

It is so nice to get your catalogue and know we are going to have lovely Petunias again. I bought a package of Diener's Petunia seeds from ————— last year and they were nothing compared to the ones I bought from you when I drove over with Mrs. Henry from Burlingame to see your Greenhouse. Wishing you great success in your new venture, I am,

Sincerely yours,
MRS. A. L. VAN VECHTEN.

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

Framingham, Massachusetts
January 13, 1928

Richard Diener
Oxnard, California
Dear Sir:

I can give you positive information on the Poppy seed now after blooming it for three months under glass. It takes well and sure is a good addition to our winter cut flower plants. I ship them to New York and they realize four to six cents per blossom at wholesale. This, I consider a real good price considering how quickly they produce. What is also remarkable is, it stands transplanting so well.

Any time you have a real novelty for cut flowers send them along, I want them. With very best regards, I am

Very truly yours,
S. J. GODDARD, Florist.

* * * * *

Nevada First National Bank
Tonopah, Nevada
March 16, 1928

Richard Diener
Oxnard, California

I received one package of seeds this morning, but the bulbs have not yet been received. I hope when I do that I have the usual good luck with them that I have always had with the bulbs and seeds I have received from you.

I hope the breaking of the dam there caused you no damage, etc.

Yours very truly,
A. G. RAYCRAFT, Cashier.

* * * * *

Atlanta, Georgia
March 12, 1928

Richard Diener
Oxnard, California
Dear Sir:

I am pleased to learn you have reopened under your own direction and hope you will succeed as formerly.

Your Petunias have long been the pride of our border boxes and I am glad to have them again. I am passing your catalog to friends.

Sincerely,
MISS NAN B. STEPHENS.

* * * * *

Prescott, Ontario, Canada
February 7, 1928

Richard Diener
Oxnard, California
Dear Sir:

I was more than pleased with the Petunias I got last year. I had some flowers fully 7 inches across and the Delphiniums were fine. I never saw any better and I have been in the flower business all my life. I think every seed grew. Etc.

Yours respectfully,
WM. J. ROADE.

* * * * *

Colton, Washington
April 2, 1928

Richard Diener
Oxnard, California

I grew your Petunias last year and all who saw them marvelled at their size and beauty. I gave your address to Mrs. Laura Melrose, Colfax, Washington, who is head of the Park Commission there.

I have a small place but grow many beautiful flowers each year and I have many friends who call during the summer. Your Petunias were greatly admired by all who saw them. Etc.

Very truly yours,
MRS. CASPER HAMP.

* * * * *

Creston, Iowa
July 28, 1928

Richard Diener
Oxnard, California
Dear Sir:

I ordered Petunia seed of you last Spring and I never saw such beautiful Petunias. Everybody else in town says the same thing. I have carried the blossoms all over town to show to the flower lovers and have certainly advertised you good so I think you will get some more orders from Creston in the Spring for Petunia seeds.

Respectfully,
MRS. J. G. HERRON.

The Laws of Hybridizing

Discovered by Richard Diener

The first workable laws ever discovered in Plant and Animal Breeding. Any form, size of flowers, fruit and grain can be obtained by the application of these Natural Laws in the quickest possible way. All of our Gladiolus, Petunias, Amaryllis, etc., were obtained by applying these Laws, anybody doing any plant or animal breeding should know them in order to gain the desired results.

Included is an explanation of what Plant Life is; Animal Life in relation to Plant Life; What plant sports are, and other valuable information. Elegantly printed and illustrated.

Sold directly through me only, at \$5.00 per copy.

* * * * *

Richard Diener
Oxnard, California
Dear Sir:

Paso Robles, California
February 16, 1928

I have recently read your "The Laws of Hybridizing". A fascinating story. Thirty minutes reading and you have given me a more definite knowledge of the laws governing plant and animal life than a year each of high school botany and biology.

Yours very truly,

IRWIN R. CAMMACK.

* * * * *

Mr. Richard Diener
Kentfield, California
Dear Mr. Diener:

Normal, Illinois
February 5, 1924

Since my little visit with you I have carefully re-read your book of "THE LAWS OF HYBRIDIZING" and I appreciate it very much, more than ever. You have more boiled down information in this book than I have ever succeeded in getting outside of the first real contribution that was ever given to heredity by Mendel and the nice thing about it is the demonstration of your laws in the plants you have given the public.

Yours sincerely,

A. M. AUGUSTINE.

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Richard Diener Co.
Kentfield, California
Gentlemen:

522 Western Avenue
Glen Ellyn, Illinois
October 13, 1924

This is to advise you that I have received RICHARD DIENER'S "LAWS OF HYBRIDIZING" and find the contents very clear, concise and interesting. Needless to say, I intend to practise them next season and expect some very interesting results.

Very truly yours,

HARRY ANDERSON.

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Richard Diener
Oxnard, California
Dear Sir:

Oakland, California
April 1, 1928

The tomato plants which I have bought from you have been praised every year I have raised them. They are sure wonders as to flavor and size.

Very sincerely,

MARY E. CLOUGH.

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Richard Diener
Oxnard, California
Dear Sir:

Nashua, N. H.
December 12, 1927

Please forward by return mail 1/16 oz. of Diener's Ruffled Monster Petunias mixed. We had some of them last year and they were the finest we have seen.

They were gone very quickly as everyone liked them.

Yours very truly,

F. H. BAILEY & SON.



Richard Diener

OXNARD, CALIF.

(Formerly of Kentfield, Calif.)

1929 CATALOG